



August 1, 2012

SKY Perfect JSAT Holdings Inc.

### Panasonic Avionics Commits to Capacity of SKY Perfect JSAT's Superbird-C2 Satellite

- Enables Panasonic's in-flight service for commercial airlines to expand over  
Indian Ocean and Southeast Asia -

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada) is pleased to announce that SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer; Shinji Takada), a 100% owned subsidiary of SKY Perfect JSAT Holdings Inc., today released attached news release regarding the use of the communication satellite Superbird C2 by Panasonic Avionics in the U.S.



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Tokyo, August 1, 2012, SKY Perfect JSAT Corporation (SKY Perfect JSAT) announced today that Panasonic Avionics Corporation (Panasonic) commits to the capacity on South East Asia beam on SKY Perfect JSAT's Superbird-C2 satellite, to be used to provide Panasonic's eXConnect service, in-flight Internet connectivity for commercial airlines from this autumn.

Panasonic is the world's leading provider of in-flight entertainment and communications systems and provides the exConnect, in-flight Internet connectivity service. The exConnect service has been chosen by the world's major airlines for enabling passengers to enjoy high-speed Internet connectivity services when on the move at altitudes of 10,000 meters. The exConnect service areas have been steadily expanding over the Pacific and Atlantic oceans, as well as other regions. In the latest development, Ku-band capacity on South East Asia beam of Superbird-C2 satellite has been selected for the exConnect service. This move will expand the exConnect service area to Indian Ocean and Southeast Asia and means that Internet access will be made available to passengers using wireless LAN by their smartphones, PCs and other devices while in-flight in these regions.

SKY Perfect JSAT is expanding satellite communication services to mobile vehicles such as vessels and aircrafts. From 2010, SKY Perfect JSAT has been providing "OceanBB", the maritime broadband service to vessels operated around the world. Looking ahead, SKY Perfect JSAT also intends to develop the market of in-flight Internet connectivity solutions, for which demand is projected to increase, as it presses ahead with business development to provide satellite communications services to aircraft worldwide.

### **About Panasonic Avionics Corporation**

Panasonic Avionics Corporation is the world's leading supplier of in-flight entertainment and communication systems. The company's best-in-class solutions, supported by professional maintenance services, fully integrate with the cabin enabling airlines to deliver the ultimate travel experiences with a rich variety of entertainment choices, resulting in improved quality communication systems and solutions, reduced time-to-market and lower overall costs.

Established in 1979, Panasonic Avionics Corporation, a U.S. corporation, is a subsidiary of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE:

PC). Headquartered in Lake Forest, California with over 3,100 employees and operations in 80 locations worldwide, it serves over 200 customers worldwide and provides IFEC systems on over 3,700 aircraft. For additional information, please visit [www.panasonic.aero](http://www.panasonic.aero).

### **About SKY Perfect JSAT Corporation**

SKY Perfect JSAT Corporation is a leader in the converging fields of broadcasting and communications. It is Asia's largest satellite operator with a fleet of 16 satellites, and Japan's only provider of both multi-channel pay TV broadcasting and satellite communications services.

SKY Perfect JSAT delivers a broad range of entertainment through the SKY PerfecTV! SKY PerfecTV! e2 and SKY PerfecTV! HIKARI platforms, the most extensive in Japan with a total of 3.8 million subscribers.

In addition, SKY Perfect JSAT's satellite communications services, which cover Japan and the rest of Asia, as well as Oceania, Hawaii and North America, play a vital role in supporting safety, security and convenience for society as a whole.